



THE PUSH FACTORS OF YOUNG ENTREPRENEUR IN HANDICRAFTS INDUSTRY: A  
CASE STUDY AT KAMPAR, PERAK

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APRIL 2011

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INDUSTRY: A CASE STUDY AT KAMPAR, PERAK

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Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) International Business

FACULTY OF BUSINESS MANAGEMENT  
UITM, KAMPUS BANDARAYA MELAKA  
(2011)

# DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, \_\_\_\_\_, (I/C Number: \_\_\_\_\_)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Date of Submission

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
40450 Shah Alam,  
SELANGOR DARUL EHSAN

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled: A PUSH FACTOR OF YOUNG ENTREPRENEUR IN HANDICRAFTS INDUSTRY: A CASE TUDY IN KAMPAR, PERAK” to fulfill the requirement as needed by the faculty of Business Management, University Teknologi MARA

Thank You

Yours Sincerely

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## **Abstract**

Entrepreneurs are people who take risks to enter the world of careers as businessmen/businesswomen. Year by year the number of entrepreneurs is increasing and they had been helping with the Malaysian economy. As an entrepreneur, one must take risks in terms of money and time taken to ensure the success of the business. Profits they earn can help improve the economy and local living standards. It also helps the unemployed to get a permanent job. The case study is set on the rural entrepreneurs to increase their standard of living by producing hand-made crafts. They not only maintain the cultural characteristics of their results but they also improvise the products produced to be in line with current trends. Being an entrepreneur is not easy having to face many obstacles to be successful. Government support is also needed to help new entrepreneurs to participate. The Development and Distribution of Entrepreneurs Sectors in State Economic Planning Unit helps the entrepreneurs in the state to promote their products either locally or internationally. There are other companies and institutions that help the entrepreneurs to develop such as MARA, INSKEN and also PEDSC. Thus, it is easy for the young entrepreneurs to start their business as they are given support from government. However, they must grab this chance as an opportunity.